



上海—汉堡国际工程学院
Shanghai-Hamburg College



Modulhandbuch

STUDIENGANG

B. Sc. Internationale Wirtschaft und Außenhandel
mit Goethe-Zertifikat B2



Kooperativer Studiengang

der University of Shanghai for Science and
Technology (USST) und der HAW Hamburg
am Shanghai-Hamburg College (SHC)

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VORBEMERKUNG

Die Modulbeschreibungen sind bis auf wenige Ausnahmen in Englisch erstellt worden, da in den wirtschaftswissenschaftlichen Fächern die Kommunikation zwischen den deutschen und chinesischen Lehrkräften mehrheitlich in englischer Sprache erfolgt.

Die Studierenden besitzen zu Beginn des Studiums englische Schulkenntnisse, in der Regel jedoch keine Deutschkenntnisse.

SPRACHAUSBILDUNG



DEUTSCH I

Name of module	Deutsch I German I	Number	IWA 1
Courses	Lecture: Deutsch I G1 Laboratory: Deutsch I EG1	Semester/ duration	1
Workload	Lecture: 340h attendance, 216h self-study Laboratory: 60h attendance, 24h self-study	Credits	18 + 2
Module responsibility	Mike Bernd	Attendance hours	340 h + 60 h
Lecturers	Liu Beibei, Wang Ye, Zheng Yu, Zhuang Li zusammen mit muttersprachlichen Dozenten	Language	German and Chinese
Prerequisites		Offered	Every other academic year
Learning outcomes	<p>Elementare Sprachverwendung auf dem Niveau von A1/A2 (gemäß Stufen des gemeinsamen europäischen Referenzrahmens):</p> <p>Lecture</p> <ul style="list-style-type: none"> - Anwendung und Verstehen von einfachen Sätzen, die in der Alltagskommunikation notwendig sind - Beherrschung von Redemitteln zum Austausch von Informationen (eigene Person und Umgebung) - Erfassen der Hauptunterschiede zwischen Eigen- und Fremdkultur <p>Laboratory</p> <ul style="list-style-type: none"> - Festigung des erlernten Stoffes 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Phonetische und intonatorische Regeln der deutschen Standardlautung - Vermittlung eines Grundwortschatzes von 2000 Wörtern - Vermittlung der Grundstruktur der deutschen Sprache - Lesen und Erfassen von kurzen literarischen und feuilletonistischen sowie Sachtexten - Lesen und Beherrschung von Dialogen - Hörverstehen: Abspielen von langsamen Gesprächen Grundlegende Kenntnisse der deutschen Landeskunde und Kultur - Schreiben von kurzen Briefen und Aufsätzen <p>Laboratory</p> <ul style="list-style-type: none"> - Studierende können durch verschiedene Lernstationen (Grammatik, Hörverstehen und Partnerübungen) und Arbeitsblätter ihre Wissenslücken füllen und den erlernten Stoff wiederholen - Anschließende Besprechung, Erklärungen und Klären von Fragen 		
Type of Media	Lecture: Beamer, PC		
Type of Assessment	<p>Lecture: Benotete Klausur und benotete mündliche Prüfung</p> <p>Laboratory: Erfolgreiche Bearbeitung aller Aufgaben</p>		

Literature

- Studio d A1 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Oliver Bayerlein, Dr. Silke Demme, Dr. Christina Kuhn, Cornelsen Verlag & Shanghai Foreign Language Press, 2005
- Passwort Deutsch, Klett Verlag & Foreign Language Learning And Research Press, 2002
- Stichwort Deutsch, Wang, Liming u.a., Verlag der Tongji-Universität, 2002
- Wechselspiel Neu, Michael Dreke & Wolfgang Lind, Langenscheidt Verlag, 2013,
- Hören & Sprechen A1, Monja Knirsch, Hueber Verlag, 2010

DEUTSCH II

Name of module	Deutsch II German II	Number	IWA 5
Courses	Lecture: Deutsch II G2 Laboratory: Deutsch II EG2	Semester/ duration	2
Workload	Lecture: 340h attendance, 216h self-study Laboratory: 60h attendance, 24h self-study	Credits	18 + 2
Module responsibility	Mike Bernd	Attendance hours	340 h + 60 h
Lecturers	Liu Beibei, Wang Ye, Zheng Yu, Zhuang Li zusammen mit muttersprachlichen Dozenten	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I	Offered	Every other academic year
Learning outcomes	<p>Selbständige Sprachverwendung auf dem Niveau von B1:</p> <p>Lecture</p> <ul style="list-style-type: none"> - Grundkenntnisse der deutschen Umgangssprache - Beherrschung von Redemittel, die notwendig sind, um Alltagssituationen sprachlich sicher meistern zu können - Sprachlich sicherer Ausdruck bezüglich Erfahrungen und Gefühlen - Interkulturelle Kompetenz <p>Laboratory</p> <ul style="list-style-type: none"> - Erfolgreiche Vorbereitung auf das „Zertifikat Deutsch B1“ des Goethe Instituts 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Grundwortschatz von 1500 Wörtern - Hörverstehen - Lesen und Erfassen von längeren literarischen und feuilletonistischen sowie Sachtexten - Mündl. Grundkompetenz: Meinungsäußerung, Beherrschung Diskussions- und Gesprächsredemittel - Beschreibung von Statistiken und Grafiken - Hörverstehen: Interviews, Gespräche und Ansagen in langsamer bis normaler Sprachgeschwindigkeit - Schreiben von Briefen und kurzen Texten - Basiswissen Landeskunde (polit. u. soz. System deutschsprachiger Länder) <p>Laboratory</p> <ul style="list-style-type: none"> - Studierende werden durch verschiedene Lernstationen (Grammatik, Hörverstehen und Partnerübungen) und Arbeitsblätter gezielt auf das Zertifikat Deutsch vorbereitet - Anschließende Besprechung, Erklärungen und Klären von Fragen - Prüfungssimulation 		
Type of Media	Lecture: Beamer, PC		

Type of Assessment	Lecture: Benotete Klausur und benotete mündliche Prüfung Laboratory: erfolgreiche Bearbeitung aller Aufgaben
Literature	<ul style="list-style-type: none"> - Studio d A2 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Silke Demme, Dr. Christina Kuhn u.a., Cornelsen Verlag & Shanghai Foreign Language Press, 2006 - Studio d B1 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Oliver Bayerlein, Dr. Silke Demme, Dr. Christina Kuhn, Cornelsen Verlag & Shanghai Foreign Language Press, 2005 - Passwort Deutsch, Klett und Foreign Language Leaching And Research Press, 2002 - Stichwort Deutsch, Wang, Liming u.a., Verlag der Tongji-Universität, 2002 - So geht's noch besser zum Goethe-/ÖSD-Zertifikat B1, Claudia Ignatiadou-Schein, David Kapetanidis & Karin Vavatzanidis, Klett Verlag, 2013 - Mit Erfolg zum Zertifikat Deutsch, Hubert Eichheim & Günther Storch, Klett Verlag, 2010 - Fit fürs Zertifikat B1, Johannes Gerbes & Frauke van der Werff, Hueber Verlag, 2013 - Hören & Sprechen A2/B1, Anneli Billina, Hueber Verlag, 2012 & 2013 - So geht's noch besser zum Goethe-/ÖSD-Zertifikat B1, Claudia Ignatiadou-Schein, David Kapetanidis & Karin Vavatzanidis, Klett Verlag, 2013

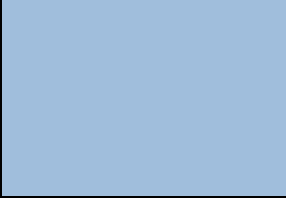
DEUTSCH III

Name of module	Deutsch III German III	Number	IWA 10
Courses	Lecture: Deutsch III G3 Laboratory: Deutsch III LT1	Semester/ duration	3
Workload	Lecture: 180h attendance, 48h self-study Laboratory:	Credits	9
Module responsibility	Li Shushan	Attendance hours	160 h + 20 h
Lecturers	Zhang Bing, Wang Ye, Li Shushan zusammen mit muttersprachlichen Lehrkräften	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I und Deutsch II	Offered	Every other academic year
Learning outcomes	<p>Erreichen des Sprachniveaus B2.1 Fachsprache u. Wissenschaftliches Arbeiten auf Sprachniveau B2.1:</p> <p>Lecture Die Studierenden lernen</p> <ul style="list-style-type: none"> - sich in für sie fachlich relevanten Alltagssituationen richtig und situationsangemessen auszudrücken, - sich an Gesprächen des täglichen Berufslebens und an einfachen Diskussionen zu beteiligen - gehörten und gelesenen Fachtexten relevante Informationen zu entnehmen - hochschulrelevante Textsorten kennen - Grundlegendes Verstehen fachbezogener Zeitungsartikel 		
Learning content	<p>Lecture Allgemeinsprache: Hauptkurs em neu (Niveaustufe B2)</p> <p>Fachsprache:</p> <ul style="list-style-type: none"> - Lesen und verstehen von Fachtexten aus den jeweiligen Fachvorlesungen - Vermittlung fachspezifischer Lexik, Morphologie und Syntax - Fachsprachlich relevante Grammatik - Lernstrategien für Hörverstehen - Kommunikationsstrategien bei Kurzpräsentationen - Zeitungslektüre <p>Kommunikation im Studium I:</p> <ul style="list-style-type: none"> - hochschulrelevante schriftliche Textsorten (u.a. Email, Protokoll, Bericht, Zusammenfassung) - mdl. Hochschulkommunikation (z.B. Sprechstundengespräch) - Grammatik, die häufig in Berichten benutzt wird z.B. indirekte Rede und Passiv - Redemittel zur Beschreibung von Tätigkeiten 		

Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur und benotete mündliche Prüfung
Literature	<ul style="list-style-type: none"> - Hauptkurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de - www.wirtschaftsdeutsch.de/infodienst/

DEUTSCH IV

Name of module	Deutsch IV German IV	Number	IWA 18
Courses	Lecture: Deutsch IV G4 Laboratory: Deutsch IV CG, LT2	Semester/ duration	4
Workload	Lecture: 120h attendance, 48h self-study	Credits	6
Module responsibility	Li Shushan	Attendance hours	80 h + 20 h + 20 h
Lecturers	Zhang Bing, Wang Ye, Li Shushan zusammen mit muttersprachlichen Lehrkräften und dem DAAD-Lektor	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I-III, erfolgreiche Zwischenprüfung Zp	Offered	Every other academic year
Learning outcomes	<p>Erreichen des Sprachniveaus B2.2 Fachsprache u. Wissenschaftliches Arbeiten auf Sprachniveau B2.2:</p> <p>Lecture</p> <ul style="list-style-type: none"> - Vertiefung und erweiterte Anwendung der fachsprachlichen Kenntnisse - Selektives & detailliertes Verstehen fachbezogener Zeitungsartikel - Einführung in die Hochschulkommunikation 2 		
Learning content	<p>Lecture</p> <p>Allgemeinsprache: Abschlusskurs em neu (Niveaustufe B2)</p> <p>Fachsprache:</p> <ul style="list-style-type: none"> - Lesen und verstehen von Fachtexten entsprechend den jeweiligen Fachvorlesungen - Vermittlung und Anwendung von Fachwortschatz - Mündliche und schriftliche Reproduktion von vorgegebenen Fachtexten - Arbeitsfelder von Studierenden aus dem Bereich Wirtschaft <p>Kommunikation im Studium II:</p> <ul style="list-style-type: none"> - Aufbau und Form eines Praktikumsberichtes und einer Bachelorarbeit - Techniken zum Verfassen eines Abstracts für die Bachelorarbeit - Sprachlich relevante Strukturen (Nominalstil – Verbalstil, Ursache – Folge, Redewiedergabe) 		
Type of Media	Lecture:	Beamer, PC	
Type of Assessment	Lecture:	Benotete Klausur	
Literature	<ul style="list-style-type: none"> - Abschlusskurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 		

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- Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003
 - www.deutsch-als-fremdsprache.de
 - www.wirtschaftsdeutsch.de/infodienst/

DEUTSCH V

Name of module	Deutsch V German V	Number	IWA 25
Courses	Lecture: Deutsch V G5	Semester/ duration	5
Workload	120h attendance, 48h self-study	Credits	6
Module responsibility	Li Shushan	Attendance hours	120 h
Lecturers	Zhang Bing, Li Shushan Dozenten des Deutschkollegs der Tongji Uni	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I-IV, erfolgreiche Zwischenprüfung Zp	Offered	Every other academic year
Learning outcomes	<p>Lecture</p> <p>Allgemeinsprache:</p> <p>Freie sowie kompetente Sprachverwendung auf Sprachniveau B2 und Vorbereitung auf das Goethe-Zertifikat B2</p> <ul style="list-style-type: none"> - Verstehen von längeren, anspruchsvolleren Texten - Spontane Sprachproduktion - Flexibler Gebrauch der Sprache im gesellschaftlichen und beruflichen Leben <p>Anfertigung von Bewerbungsschreiben für Praktika Erfolgreiches Bestehen von Praktikainterviews</p> <p>Fachsprache auf Sprachniveau B2:</p> <ul style="list-style-type: none"> - Verstehen von fachbezogenen Zeitungsartikeln - Vertiefung und erweiterte Anwendung der fachsprachlichen Kenntnisse 		
Learning content	<p>Lecture</p> <p>Vorbereitungen auf das Goethe-Zertifikat B2:</p> <ul style="list-style-type: none"> - Training der vier Sprachfertigkeiten: Leseverstehen, Hörverstehen, Schriftlicher Ausdruck und Mündlicher Ausdruck entsprechend dem Prüfungsinhalt beim Goethe-Zertifikat B2 - Wortschatzerweiterung aus verschiedenen Themenbereichen der Wissenschaft, Kultur und Alltag - Training von mündlichem Ausdruck in Form von Kurzvorträgen, Diskussionen und Übungen sowie das Verfassen von Texten gemäß dem Prüfungsformat des Goethe-Zertifikats B2 - Vermittlung von Lerntechniken im Hinblick auf das Goethe-Zertifikat B2 - Prüfungssimulation <p>Fachsprache:</p> <ul style="list-style-type: none"> - Zeitungslektüre aus dem Bereich Wirtschaft - Lesen und verstehen von Fachtexten entsprechend den jeweiligen Fachvorlesungen - Vermittlung und Anwendung von Fachwortschatz - Arbeit an fachspezifischer Grammatik 		

	Bewerbungstraining: <ul style="list-style-type: none"> - Wie schreibe ich eine Bewerbung? Formale und inhaltliche Kriterien eines Bewerbungsbriefes und eines Lebenslaufes - Gemeinsame Korrektur - Interviewsimulation mit Firmenvertretern und anschließende Bewertung
Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur
Literature	<ul style="list-style-type: none"> - Abschlusskurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de; - www.wirtschaftsdeutsch.de/infodienst/ - Fit fürs Goethe-Zertifikat B2, Evelyn Frey, Hueber 2007 - So geht's zu B2: Vorbereitungskurs auf das Goethe-/ÖSD-Zertifikat B2, Uta Loumiotis & Adalbert Mazur, Klett Verlag, 2016 - Prüfungstraining DaF: B2-Goethe-Zertifikat, Gabi Baier & Roland Dittrich, Cornelsen Verlag, 2007 - Mit Erfolg zum Goethe-Zertifikat B2, Andrea Frater & Angélique Thabar, Klett Verlag, 2008

DEUTSCH VI

Name of module	Deutsch VI German VI	Number	IWA 31
Courses	Lecture: Deutsch VI G6	Semester/ duration	6
Workload	80h attendance, 48h self-study	Credits	4
Module responsibility	Li Shushan	Attendance hours	80 h
Lecturers	Zhang Bing, Wang Ye, Li Shushan zusammen mit muttersprachlichen Lehrkräften	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I-V	Offered	Every other academic year
Learning outcomes	<p>Lecture</p> <p>Allgemeinsprache: Grundlegendes Arbeiten auf Sprachniveau C1 und Vorbereitung auf das Goethe-Zertifikat B2</p> <ul style="list-style-type: none"> - Verständnis von längeren, anspruchsvolleren Texten mit komplexen sprachlichen Strukturen - Spontane und fließende Sprachproduktion - Flexibler und variabler Gebrauch der Sprache im gesellschaftlichen und beruflichen Kontext <p>Fachsprache: Vertiefung und erweiterte Anwendung der fachsprachlichen Kenntnisse</p> <ul style="list-style-type: none"> - Befähigung zum fachsprachlichen Handeln - Diskursstrategien - Fachsprachliche Kompetenz <p>Wissenschaftliches Arbeiten:</p> <ul style="list-style-type: none"> - Wissenschaftliches Arbeiten - Produktion von Berichten 		
Learning content	<p>Lecture</p> <p>Vorbereitungen auf das Goethe-Zertifikat B2:</p> <ul style="list-style-type: none"> - Training der vier Sprachfertigkeiten: Leseverstehen, Hörverstehen, Schriftlicher Ausdruck und Mündlicher Ausdruck entsprechend dem Prüfungsinhalt beim Goethe-Zertifikat B2 - Wortschatzerweiterung aus verschiedenen Themenbereichen der Wissenschaft, Kultur und Alltag - Training von mündlichem Ausdruck in Form von Kurzvorträgen, Diskussionen und Übungen sowie das Verfassen von Texten gemäß dem Prüfungsformat des Goethe-Zertifikats B2 - Vermittlung von Lerntechniken im Hinblick auf das Goethe-Zertifikat B2 - Prüfungssimulation <p>Fachsprache:</p> <ul style="list-style-type: none"> - Lesen und verstehen von Fachtexten entsprechend den jeweiligen Fachvorlesungen - Vermittlung und Anwendung von Fachwortschatz 		

	<ul style="list-style-type: none"> - Arbeit an fachspezifischer Grammatik - Mündliche und schriftliche Reproduktion von eigenen Fachtexten <p>Wissenschaftliches Schreiben:</p> <ul style="list-style-type: none"> - Textsorten: Seminararbeit und Abschlussarbeit - Kriterien und Bestandteile zu einer wissenschaftlichen Arbeit - Zusammenfassung einer Abschlussarbeit verfassen
Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur
Literature	<ul style="list-style-type: none"> - Abschlusskurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de; - www.wirtschaftsdeutsch.de/infodienst/ - Fit fürs Goethe-Zertifikat B2, Evelyn Frey, Hueber 2007 - So geht's zu B2: Vorbereitungskurs auf das Goethe-/ÖSD-Zertifikat B2, Uta Loumiotis & Adalbert Mazur, Klett Verlag, 2016 - Prüfungstraining DaF: B2-Goethe-Zertifikat, Gabi Baier & Roland Dittrich, Cornelsen Verlag, 2007 - Mit Erfolg zum Goethe-Zertifikat B2, Andrea Frater & Angélique Thabar, Klett Verlag, 2008

WIRTSCHAFTSENGLISCH I

Name of module	Wirtschaftsenglisch I Business English I	Number	IWA 26
Courses	Lecture: Business English I BE1	Semester/ duration	5
Workload	100h attendance, 50h self-study	Credits	5
Module responsibility	Guo Jianquan	Attendance hours	100 h
Lecturers	Wu Shu, Tian Wenju	Language	English/Chinese
Prerequisites	Knowledge of Economics, Knowledge of Business Administration and Accounting I + II + III	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - improve the technique of listening, speaking, reading, writing and translating - master Business English conversation content, basic vocabulary, terminology, basic sentence patterns and business English communication skills - establish and maintain business contacts in English - use English as a language tool to provide and obtain business information 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Brands - Travel - Organization - Change - Money - Advertising - Cultures - Employment - Trade - Quality - Ethics - Leadership - Innovation - Competition - Communication - International marketing - Building relationships - Success - Job satisfaction - Risk - E-commerce - Team building - Raising finance 		

	<ul style="list-style-type: none"> - Customer service - Crisis management - Management styles - Takeover and mergers - The future of business
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	<ul style="list-style-type: none"> - GUO Guihang, YU Hongliang, Upper intermediate business English course book III, Higher Education Press - XU Dejin, HE Yun, Upper intermediate business English course book IV, Higher Education Press - LV Haibin, WANG Zhe, (2010) : Integrated Course III of modern business English, Renmin University of China Press - ZHEN Ming, WANG Jianwei (2011): Integrated Course IV of modern business English, Renmin University of China Press

WIRTSCHAFTSENGLISCH II

Name of module	Wirtschaftsenglisch II Business English II	Number	IWA 32
Courses	Lecture: Business English II	Semester/duration	6
Workload	100h attendance, 100h self-study	Credits	5
Module responsibility	Jianquan Guo	Attendance hours	100 h
Lecturers	Wenju Tian, Shu Wu	Language	English
Prerequisites	Business English I	Offered	Every other Academic year
Learning outcomes	The purpose of this module is to provide the students with comprehensive, up-to-date and relevant instruction in the correct use of Business English. It is a basic module designed for high-intermediate students of English as a second language who wish to improve their written and spoken business communication skills. It focuses on level-appropriate grammar, introduces vocabulary specific to various business domains, and familiarizes students with the finer points of business etiquette and business correspondence.		
Learning content	Lecture <ul style="list-style-type: none"> - Being international - Training - Partnerships - Energy - Employment trends - Business ethics - Finance and banking - Consultants - Strategy - Doing business online - New business - Project management 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - Market Leader V (2012), IwonnaDubicka Margaret O'keeffe, Higher Education Press - ISBN: 9787040346053 - Own lecture notes (copy template or digital) 		

WIRTSCHAFTSWISSENSCHAFTLICHE PFLICHTFÄCHER



HÖHERE MATHEMATIK I

Name of module	Höhere Mathematik I Higher Mathematics I	Number	IWA 2
Courses	Lecture: Mathematics I	Semester/ duration	1
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Tiansi Zhang	Attendance hours	80 h
Lecturers	Tiansi Zhang, Zhixian Yu	Language	Chinese
Prerequisites	Basic knowledge of elementary mathematics and elementary physics	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - have fundamental knowledge of calculus, - recognise mathematics-related problems, analyze and solve them, - apply mathematical methods in many fields, - have abstraction ability and are able to think in a conceptual, analytical and logical manner. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Limits of Sequences and Functions - Derivatives of Functions - Differentiation Rules - The Chain Rule - Mean Value Theorem - L'Hospital's Rule - Monotonicity and Concave-convex of Functions - Maximum and Minimum Values - Indefinite Integrals - Substitution Rule and Integration by Parts - Property of Definite Integrals - Techniques of Definite Integrals - Improper Integrals - Application of Integration - One Order Ordinary Differential Equations - High Order Ordinary Differential Equations 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - Tongji University (2014): Higher mathematics 1, Higher education press, seventh edition - James, S. (2008): Calculus, Sixth Edition, McMASTER University 		

HÖHERE MATHEMATIK II

Name of module	Höhere Mathematik II Higher Mathematics II	Number	IWA 7
Courses	Lecture: Mathematics II	Semester/ duration	2
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Tiansi Zhang	Attendance hours	80 h
Lecturers	Tiansi Zhang, Prof. Zhixian Yu	Language	Chinese
Prerequisites	Basic knowledge of elementary mathematics and elementary physics, Mathematics 1	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - understand theory and methods of derivative and integral for functions of several variables, - compute partial derivatives and multiple integrals, - apply theories and skills to practice, e.g. problems in geometry and physics, - think in a conceptual, analytical and logical manner. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Vector Algebra - Equations of Lines and planes - Partial Derivatives and Total Differential of Multivariable Functions - Differentiation Rules of Multivariable Composite Functions - Geometric Application and Extreme value of Multivariable Functions - Double Integrals - Triple Integrals - Applications of Integrals - Line Integrals and Green's Theorem - Surface Integrals and Gauss Formula - Constant Series and Convergence - Power Series - Convergence Domain of Power Series - Representations of Functions as Power Series 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - Tongji University (2014): Higher mathematics 2, Higher education press, seventh edition - James, S. (2008): Calculus, Sixth Edition, McMASTER University 		

QUANTITATIVE METHODEN

Name of module	Quantitative Methoden Quantitative Methods	Number	IWA 19
Courses	Lecture: Quantitative Methods	Semester/ duration	4
Workload	96h attendance ,96h self-study	Credits	6
Module responsibility	Xiping Liu	Attendance hours	96 h
Lecturers	Xiping Liu , Changxiang He, Jianhua Hu	Language	Chinese
Prerequisites	Knowledge of Mathematics I, Mathematics II	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the basic concepts and principles of linear algebra and probability - calculate determinants, operations of matrices, eigenvalues and eigenvectors - solve systems of linear equations and make out the structure of them - find a basis of n-dimensional linear space, especially find the normal orthogonal basis - master the method to diagonalization of matrices - transform the quadratic forms into their standard forms - master linear transformations and their matrices representation - compute probabilities and conditional probabilities in appropriate ways - understand random variables and probability distributions , obtain the distributions of functions of random variables. - calculate the numerical characteristics of random variable - understand the Law of Large Number and Central Limit Theorem - use some models of linear algebra and probability theory to solve some practical problems 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Determinant - Matrices and their operations - n-dimensional vector - System of linear equations - Eigenvalues and eigenvectors of matrices - Quadratic form - Linear spaces and linear transformations - Random events and probability - Random variable and their distributions - The numerical characteristics of random variables - Multi-random variables and their distributions - Law of Large Number and Central Limit Theorem 		
Type of Media	Lecture: Blackboard, multimedia in the classroom		

Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	<ul style="list-style-type: none"> - Liu Xiping ,Cao Weili and Yu Zhengsheng (2013): Linear algebras, Science Press - Ye Cinan, Liu Xiping(2009):Probability Theory and Mathematical Statistics , Science Press - Office of Engineering Mathematics of USST(2014): Learning guidance of Linear Algebras, Science Press - Office of Engineering Mathematics of USST(2010): Learning guidance of Probability Theory and Mathematical Statistics, Science Press - Department of mathematics of Tongji University(2007): Linear Algebras, High education press - Sheng Zhou,Xie Shiqian of Zhejiang University(2008)Probability Theory and Mathematical Statistics, High education press

STATISTIK

Name of module	Statistik Statistics	Number	IWA 29d
Courses	Lecture: Statistics and Statistics Exercise	Semester/ duration	5
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge of Mathematics and Probability Theory	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - know the elements of elementary statistical concepts, - know possibilities of data analysing and presenting, - know principles of the most used statistical methods and with conditions for their use, - apply the most important statistical methods, - select suitable statistical methods for the description and analysis of a given problem and interpret the results obtained with the use of the statistical method applied. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Elementary descriptive statistics (frequencies, measures of central tendency and description) - Random variables and their probability distributions - The most important probability distributions - Elements of sampling and statistical inference (estimates, hypotheses testing) 		
Type of Media	Lecture: Tuition in seminars, powerpoint presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Written examination		
Literature	<ul style="list-style-type: none"> - Sauerbier: Statistik für Wirtschaftswissenschaftler, Oldenbourg, 2. Auflage, 2003 - Schlittgen: Einführung in die Statistik, Oldenbourg, 10. Auflage, 2003 - Sixtl: Der Mythos des Mittelwertes, Oldenbourg,, 1993 - Bradtke: Statistische Grundlagen für Ökonomen, Oldenbourg, 2. Auflage, 2007 - Hörnstein / Kreth: Wirtschaftsstatistik, Kohlhammer 2001 - :Anderson / Sweeney / Williams / Shoesmith / Freemann: Statistics for Business and Economics, Cengage ELT, 2014 - Morris: Quantitative Approaches in Business Statistics, Financial Times Press, 2012 		

INFORMATIK

Name of module	Informatik Informatics	Number	IWA 11
Courses	Lecture: Programming with Visual BasicVB Laboratory: Programming with Visual Basic LaboratoryVBP	Semester/ duration	3
Workload	64h attendance, 56h self-study	Credits	4
Module responsibility	Jianqiang Shen	Attendance hours	64 h
Lecturers	Chunme Huang I, Chengyong Si, Dr. JIn Gu	Language	Chinese
Prerequisites	Mathematics	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - understand the basic conceptions of object- orientated programming - apply the rules of Visual Basic language - create and operate forms and controls - design application programs indatabaseand communication in Visual Basic 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Conceptions related with objects and classes:objects , classes, properties of objects, events of objects, methods of objects - Visual Basic language structures:sequence structure, branch structure, circular structure andobject-oriented programming - Forms and controls:label, textbox, command button,picture box, image , timer,list box, combo box - Apply database and communication technology in Visual Basic <p>Laboratory</p> <ul style="list-style-type: none"> - Working with an integrated development environment, - Using arrays and procedures in programming - Creating and using Forms and controls(label, textbox, command button,picture box, image , timer, list box, combo box) - Using Database and communication in Visual Basic 		
Type of Media	<p>Lecture: beamer, blackboard</p> <p>Laboratory: Computer-practical course</p>		
Type of Assessment	<p>Lecture: Successful passinginwritten exam (PL)</p> <p>Laboratory: Successful participationof all tasks (PVL)</p>		

Literature

- Gong Peizhen etc. (2013): Visual Basic Programming Tutorial.4th edition, Higher Education Press
- Gong Peizhen etc. (2013): Visual Basic Experiment Guidance and Test4th edition, Higher Education Press
- Liu Ruixin etc. (2013): Visual Basic.Net Programming Tutorial,China Machine Press

WIRTSCHAFTSINFORMATIK

Name of module	Wirtschaftsinformatik Business Informatics	Number	IWA 22d
Courses	Lecture: Business Informatics and Laboratory	Semester/ duration	4
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Experience in handling PC systems and standard office applications, basic understanding of computing and operating systems.	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - develop ([extended] Entity Relationship) data models for business cases. - develop relational data bases for business cases with restricted complexity. - work with SQL for simple tasks - integrate data base operations in dynamic web applications 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Data bases as condition for business information processing - Data modelling (ANSI SPARC, conceptual and logical modelling, ERM/EERM, modelling for relational data bases) - Relational data bases (normalization, SQL) - Dynamic web applications - Outlook: non-relational data bases, data warehouses etc. <p>Laboratory</p> <ul style="list-style-type: none"> - Data modelling (ERM/EERM, relational data bases) - Development and implementation of a relational data base with restricted complexity - Working with SQL - Data base access by dynamic web applications 		
Type of Media	<p>Lecture: blackboard/whiteboard, powerpoint presentation (or similar), prints</p> <p>Laboratory: desktop (or laptop) computers, blackboard/whiteboard</p>		
Type of Assessment	<p>Lecture: written exam</p> <p>Laboratory: exercises</p>		
Literature	<ul style="list-style-type: none"> - Laudon, Kenneth; Laudon, Jane; Schoder, Detlet: Wirtschaftsinformatik. Hallbergmoos: Pearson (3)2015 - Elmasri, Ramez A.; Navathe, Shamkant B: Grundlagen von Datenbanksystemen: Bachelorausgabe. Hallbergmoos: Pearson 2009 - Own slides 		

INTERNES RECHNUNGSWESEN UND BUCHHALTUNG

Name of module	Rechnungswesen Accounting	Number	IWA 20
Courses	Lecture: Accounting (Management Accounting & Financial Accounting)	Semester/ duration	4
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Lecturer Zhiyong Chen	Attendance hours	80 h
Lecturers	Xiaoan Gu, Weibing Zhong	Language	Chinese
Prerequisites	Marco and Microeconomics, accounting principle	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the definition and theory of financial accounting; - master the object, accounting system reporting system of financial accounting; - master the steps, procedures and way of financial accounting; - master the definition and theory of management accounting; - master the technology and way of management accounting; - use tools and methods of management accounting and financial accounting to help organization to plan future, to achieve the goal, to get maximum profit. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Introduction - Monetary capital - Receivables and prepayments - Stock - Fixed assets - Intangible assets and other long-term assets - Financial assets - Long term equity investment - Debt - Revenues, expenses and profits - Financial report - Accounting adjusting - Cost form analysis - Volume profit analysis - Forecast analysis - Total budget - Decision analysis 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	- Own lecture notes (copy template or digital).		

- Gai Di. (2013): Financial Accounting, Economic Science publishing.
- Xu Jinye. (2012): Management Accounting, Tsing Hua University Publishing.

PERSONALMANAGEMENT

Name of module	Personalmanagement Human Resource Management	Number	IWA 14
Courses	Lecture: Human Resource Management	Semester/ duration	3
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Yuhui Ge	Attendance hours	32 h
Lecturers	Xiaoming Cui , Jianquan Guo	Language	Chinese
Prerequisites	Business Management, Accounting, International Economics	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the definition and basic theories of human resource management, - make job analysis, - set up human resource planning, - know how to make recruitment, training, performance assessment, wage and salary management for an organization , - carry out career development management of employees for an organization; - carry out the relationship management of employees for an organization. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Fundamental concepts and theories of human resource management; - Strategy and planning of human resource management; - Job analysis; - Recruitment management; - Training management; - Performance assessment; - Wage and salary management; - Career development management; - Employee relationship management. 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	<ul style="list-style-type: none"> - Own lecture notes (copy template or digital). - Ge Yuhui. (2016): Human resource management, Tsinghua university publishing. - Lawrence S·kleiman. (2009): Human resource management, Mechanic Industrial Publishing. 		

MIKROÖKONOMIE UND GRUNDLAGEN DER INTERNATIONALEN VWL

Name of module	Mikroökonomie und Grundlagen der internationalen VWL Microeconomics and Introduction to International Economics	Number	IWA 13
Courses	Lecture: Microeconomics and Introduction to International Economics	Semester/ duration	3
Workload	96h attendance, 80h self-study	Credits	6
Module responsibility	Zhang ye	Attendance hours	96 h
Lecturers	Yonglan Wang, Jianquan Guo, Wenju Tian, Min Zhou, Wen He	Language	Chinese
Prerequisites	Knowledge of Mathematics I	Offered	Every other academic year
Learning outcomes	<p>Students are able to</p> <ul style="list-style-type: none"> - understand the role of markets in allocating scarce resources - understand the impact (good and bad) of government intervention in the market - ask good (and sensible) economic questions, both to yourself and to others - offer good arguments regarding the answers to various real life socio-economic problems - understand the foundation and development of the world economy - master operation and coordination of the world economy - familiar with the institutional changes in world economic development - analytical approach to the world economy - use the theories and methods to analyze the new phenomena and problems in the field of world economy 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - The Principles and Practice of Economics - Economic Methods and Economic Questions - Demand, Supply, and Equilibrium - Consumers and Incentives - Sellers and Incentives - Perfect Competition and the Invisible Hand - Externalities and Public Goods - The Government in the Economy: Taxation and Regulation - Markets for Factors of Production - Trade-offs Involving Time and Risk - The Economics of Information - Globalization - regional economic integration - MMCs and FDI - International trade and WTO - International Currency System 		

	<ul style="list-style-type: none"> - American economy - Japanese economy - German economy - Developing economies - Transitional economies
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	<ul style="list-style-type: none"> - DaronAcemoglu (2016), Microeconomics, Pearson Publishing &China Remin University Press - Own lecture notes (copy template or digital) - Paul R.Krugman, Maurice Obstfeld. (2016): International Economics:Theory and Policy (Tenth Edition), China Renmin University Press - Chiyuanji,lixiao. (2013): Word Economy, higher education press.

MAKROÖKONOMIE

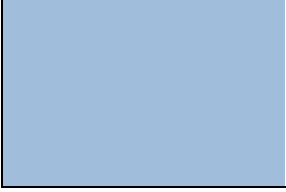
Name of module	Makroökonomie Macroeconomics	Number	IWA 23
Courses	Macroeconomics	Semester/ duration	4
Workload	48h attendance,48h self-study	Credits	3
Module responsibility	Wang Yonglian	Attendance hours	48 h
Lecturers	Jianquan Guo, Wenju Tian, Xiaofang Wang, Min Zhou, Wen He	Language	Chinese
Prerequisites	Knowledge of Mathematics I, Microeconomics	Offered	Every other academic year
Learning outcomes	<p>This course is an introduction to the behavioral science of economics which focuses on the aggregate behavior of households, firms and the government. The students are able to</p> <ul style="list-style-type: none"> - demonstrate a basic understanding of news relating to the economy as a whole as reported in such publications as The Wall Street Journal; - understand the economic implications of changes in government fiscal or monetary policy; –how interest rates are determined and the role of interest rates in personal and corporate decision-making; - critically apply economic concepts when participating as a citizen in a democratic society. - calculate equilibrium national income levels, calculate and use various multipliers, convert nominal values to real values, and use a graph to explain the impact of changes in fiscal and/or monetary policy on income and price levels. - use simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - The Wealth of Nations: Defining and Measuring Macroeconomic Aggregates - Aggregate Incomes - Economic Growth - Why Isn't the Whole World Developed? - Employment and Unemployment - Credit Markets - The Monetary System - Economic Fluctuations - Macroeconomic Policy - Macroeconomics and International Trade - Open Economy Macroeconomics 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		

Literature

- DaronAcemoglu(2016), Macroeconomics, Pearson Publishing &China Remin University Press
- Own lecture notes (copy template or digital)

INTERNATIONALER HANDEL

Name of module	Internationaler Handel International Trade Theory and Practice	Number	IWA 27
Courses	Lecture: International Trade Theory and Practice Laboratory	Semester/ duration	5
Workload	96h attendance, 80h self-study	Credits	6
Module responsibility	Luo Fang	Attendance hours	96 h
Lecturers	Yonglian Wang, Jianquan Guo, Qiao Tang, Bing Han, Xiaoyin Wang, Shu Wu, Wenju Tian	Language	Chinese
Prerequisites	Knowledge of International trade I, Economics I, Economics II	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master basic definition and theories of international trade and practice - master the policy of international trade and practice - master tariff and non-tariff measures - master regional economic integration - carry out import and export business in accordance with China's laws and regulations, international treaties and international trade practices - carry out international market research, analysis, with the ability to deal with international and domestic market transactions - master the application of logistics system planning and logistics distribution technology in practice - define the risks that may arise in different modes of transport and select the appropriate insurance coverage, calculate the amount of insurance and apply for the insurance. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Fundamental concepts of international trade and practice - Fundamental theories of international trade and practice - tariff and non-tariff measures - regional economic integration organizations - Goods subject - Goods price - International transportation - International cargo insurance - Payment settlement - Cargo inspection - Dispute prevention and treatment - Consultation on import and export contracts - Contract performance 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - Zhang Xiaoming, LIU Wenguang, (2014) : International trade practice, Higher Education Press 		

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- Leng Baijun, (2013):International trade practice, Higher Education Press
 - Wu Baifu, XU Xiaowei,(2012): Import & Export Practice,Shanghai people press
 - Xue Rongjiu, (2016): University of InternationalBusiness andEconomics press

WISSENSCHAFTLICHES ARBEITEN UND SCHREIBEN

Name of module	Wissenschaftliches Arbeiten Academic Research and Writing	Number	IWA 33d
Courses	Lecture: Academic Research and Writing	Semester/ duration	6
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites		Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - do business research - formulate research questions - review literature - design a questionnaire to carrying out data analysis and presenting research results 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Research strategies - Research design - Planning a research project - Formulating research questions - Literature review - Ethics in research - Quantitative vs. qualitative research - Mixed methods research - Sampling - Interviews and questionnaires - Observation - Content Analysis - Writing up research 		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

Literature

- Bryman, Bell: Business Research Methods (2015), Oxford University Press
- Saunders, Lewis: Research Methods for Business Students (2015), Pearson
- Bailey: Academic Writing: A handbook for international students (2014), Routledge
- Thomas: How to do your research project (2013), SAGE
- Creswell: Research design: Qualitative, quantitative and mixed methods approaches (2013), SAGE

INTERNATIONALER ZAHLUNGSVERKEHR UND VERSICHERUNG

Name of module	Internationaler Zahlungsverkehr und Versicherung International Settlement and Insurance	Number	IWA 34
Courses	Lecture: International Settlement and Insurance	Semester/ duration	6
Workload	64h attendance,48h self-study	Credits	4
Module responsibility	Yonglian Wang	Attendance hours	64 h
Lecturers	Shu Wu, Bing Hang, Qiao Tang	Language	Chinese
Prerequisites	Knowledge of International trade I, International trade practice	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the basic theory, basic knowledge, basic skills and relevant international trade practices - skillfully use and solve the problems of foreign trade transportation insurance - have the basic quality and professional ability in international trade - master the basic principles and basic knowledge of international settlement necessary for foreign exchange settlement business 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - International risk and insurance - The origin, development and function of international insurance - The legal environment of international risk and insurance - International insurance business - International Comparison of medical security - Tolerance and detection of key and spline - Private pension plan - International insurance fund management and application - International insurance business and insurance management - International Reinsurance - International Insurance Market Overview - Major insurance markets in the world - International insurance regulation - International insurance product innovation - Development trend of international insurance industry - Summary of bills - Draft - Promissory note and cheque - Remittance - Collection - Letter of credit - Transport document - Insurance document - Commercial invoices and other documents 		

	<ul style="list-style-type: none"> - Guarantee business - Bank guarantee - Standby card - International factoring
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	<ul style="list-style-type: none"> - SHEN Ting, (2010) : International insurance, Shanghai people press - JIANG Jing,GUHanmei (2011):International cargo transportation and insurance, Higher Education Press - LIANG Qi, (2014);,International settlement, Higher Education Press - YING Chenmin,DIAODelin (2014);,International settlement, Higher Education Press

INTERNATIONALE INVESTITION UND FINANZIERUNG

Name of module	Internationale Investition und Finanzierung International Finance and Investments	Number	IWA 35
Courses	Lecture: International Finance and Investments	Semester/ duration	6
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Wenju Tian	Attendance hours	80 h
Lecturers	Ye Zhang, Jianquan Guo, Yuren Liu	Language	Chinese & English
Prerequisites	Knowledge of Economics, Foreign trade	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - Develop an understanding of the global financial environment in which today's firms operate - Demonstrate an understanding of the various factors that influence the international flow of funds, thereby impacting a nation's balance of payment and its various components. - Demonstrate an understanding of how the international financial markets work and how exchange rates are determined - Demonstrate an understanding of the various types of foreign currency derivatives that are used in a multi-currency environment and the role they play in foreign currency risk management. - Develop an understanding of the role of the government (including the central bank) in the management of exchange rates. - Demonstrate an understanding of the relationships between inflation, interest rates, and exchange rates. - Demonstrate the ability to measure the foreign exchange risk that a multinational corporation faces and understand the means by which the firm can manage this risk exposure. <p>After the part of international investments the students are able to</p> <ul style="list-style-type: none"> - Understand the factors, risks and evaluation of FDI - Demonstrate and calculate the balance of payments - Understand the foreign risk in international investments - Demonstrate and price the different investment instruments - Develop the internationally diversified portfolio - Evaluate the global performance of international investment 		
Learning content	<p>Contents of international finance:</p> <ul style="list-style-type: none"> - Payments among nations - The foreign exchange market - Forward exchange and financial investment - Foreign exchange rate determination 		

	<ul style="list-style-type: none"> - International financial crisis - How does the open economy work? - Internal and external balance with fixed exchange rate - Internal and external balance with floating exchange rate <p>Contents of international investments:</p> <ul style="list-style-type: none"> - Foreign direct investments - Currency Exchange Rates - The Case for International Diversification. - Global Performance Evaluation - Equity Markets and Pricing Techniques. - Global Bond Investing.
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	<ul style="list-style-type: none"> - <i>International Finance</i>, 15/E (2015) , Thomas A. Pugel, McGraw Hill & China Remin University Press - <i>Global Investments</i>, 6/E (2015), Bruno Solnik, Prentice Hall & China Remin University Press - <i>Global Investment</i>, 2/E (2015) , Qihua DU, University of International Business & Economics Press - Own lecture notes (copy template or digital)

INTERNATIONALES MARKETING

Name of module	Internationales Marketing International Marketing	Number	IWA12d
Courses	Lecture: International Marketing	Semester/ duration	3
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge in Business Administration	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - explain the general framework and the fundamental concept of the international marketing - develop and to evaluate a marketing research concept within an international organization - differentiate the strategies and instruments of the international marketing management - develop international marketing strategies and international marketing mix instruments - control the success of international marketing mix activities 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - situation analysis of the international marketing - consumer behaviour based on sociocultural differences - international marketing research - goals of the international marketing - strategies of the international marketing - international product management - international price management - international promotion management - international distribution management - international marketing mix controlling 		
Type of Media	Lecture: Tuition in seminars, powerpoint presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Written examination		
Literature	<ul style="list-style-type: none"> - Berndt, R./ Fantapié Altobelli, C. / Sander, M.: Internationales Marketing-Management, Berlin 2016. - Kotler, P. / Armstrong, G. / Wong V. / Saunders, J.: Grundlagen des Marketing, München 2010. - Zentes, J. / Swoboda, B. / Schramm-Klein, H.: Internationales Marketing, München 2013. 		

INTERNATIONALE WIRTSCHAFTS- UND HANDELSPOLITIK

Name of module	Internationale Wirtschafts- und Handelspolitik International Trade Policy	Number	IWA 28d
Courses	Lecture: International Trade Policy	Semester/ duration	5
Workload	80h attendance, 70h self-study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge of Foundations of international economics, Theoretical and practical aspects of international trade	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - demonstrate their understanding of the economic concepts of trade theory - use diagrammatic analysis to demonstrate and compare the economic welfare effects of free trade and protection - demonstrate their critical understanding of trade policies. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - What is trade policy? - Instruments of trade policy: basic tariff analysis; cost and benefits of tariffs; tariff analysis in partial and general equilibrium framework - The effects of trade policy - Tariff effects in small and large countries - Infant industry protection - Regionalism versus Multilateralism - Trade and Inequality - The Political Economy of Trade Policy 		
Type of Media	Lecture: including involvement of students, Case studies, Group discussions		
Type of Assessment	Lecture: Assignment of homework, Essays and presentations, Written exam		
Literature	<ul style="list-style-type: none"> - Robert J. Carbaugh, International Economics, 14th ed., International Student Edition, Thomson South-West, 2012. - Robert Christopher Feenstra, Alan M. Taylor; International Economics, Palgrave Mc Millan, 2nd edition, 2011. - Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz; International Economics: Theory and Policy, Addison-Wesley Longman, Amsterdam; 10th International edition, 2014. 		

INTERNATIONALE LOGISTIK

Name of module	Internationale Logistik International Logistics	Number	IWA 40d
Courses	Lecture: International Logistics	Semester/ duration	7
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge of Business Administration	Offered	Every second academic year
Learning outcomes	Students are able to <ul style="list-style-type: none"> - develop measures to create international logistics networks autonomously 		
Learning content	Lecture <ul style="list-style-type: none"> - The model of international logistics - Network design in international logistics - Operational aspects of international logistics (Transaction process, information process, transformation process) 		
Type of Media	Lecture: Tuition in seminars, powerpoint presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Written examination		
Literature	<ul style="list-style-type: none"> - Abele, Eberhard et. Al. (ed.): Global Production, Berlin (Springer), 2008 - Büter, Clemens: Außenhandel, 3. Auflage, Berlin Heidelberg (SpringerGabler) 2013 - Chopra, Sunil / Meindl, Peter: Supply Chain Management, 5th ed., Essex (Pearson), 2013 - Christopher, Martin: Logistics and Supply Chain Management, 4th ed., Harlow (Pearson Education), 2011 - Kummer, Sebastian / Schramm, Hans-Joachim / Sudy, Irene: Internationales Transport- und Logistikmanagement, Wien (Facultas), 2009 - Schieck, Arno: Internationale Logistik, München Wien (Oldenbourg) 2008 - Schulte, Christof: Logistik, 6. Auflage, München (Vahlen), 2013 		

INTERKULTURELLE KOMMUNIKATION

Name of module	Interkulturelle Kommunikation Intercultural Communication	Number	IWA 21d
Courses	Lecture: Intercultural Communication	Semester/ duration	4
Workload	150h, of which 60h attendance study, 20h online learning and 70h self-study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	None	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - explain basic concepts and definitions of culture and apply these to the field of economics; - analyse the impact of culture and contextual issues on communication processes relevant in intercultural management and to the outcome of intercultural encounters - transfer the contents learnt to new/not previously trained processes in companies - apply selected tools to different business situations in order to handle intercultural communication situations and to cope with cultural differences - to show their increased intercultural awareness in general and cultural self-awareness and sensitivity in particular - reflect on their personal cultural background; - work with case studies, either by themselves or in teamwork with other students, and present appropriate solutions; - hold and defend their judgements, assessments, and solutions within the scope of a discussion; - react in an objective and appreciative manner to controversial or contradicting opinions or assessments. 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - basic principles and concepts of culture - Cultural and perception - basic principles of intercultural communication - Learning culture as part of the socialization process - Cultural influences on communication processes - Communication as a process - Culture and context - Communication styles - Leveraging cultural differences - Negotiating culture - Culture switching, Hybridity - Dealing with uncertain situations 		

	- Benefiting from diversity
Type of Media	Lecture: seminar lectures, group work, e-learning, demonstrations, student speeches Self-studies: preparation and evaluation, exam preparation
Type of Assessment	Lecture: One examination credit: paper, written exam, oral exam or presentation The type of examination is specified by the examiner at the beginning of the course.
Literature	Handouts Additionally: <ul style="list-style-type: none"> - Lüsebrink, H.-J., Interkulturelle Kommunikation: Interaktion, Fremdwahrnehmung, Kulturtransfer, 2. Aufl. 2008. - Bolten, J., Einführung in die Interkulturelle Wirtschaftskommunikation, 2. Aufl. 2015. - Barmeyer, C./Franklin, P., Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy. 2016

INTERNATIONALES SUPPLY-CHAIN-MANAGEMENT

Name of module	Internationales Supply-Chain-Management International Supply Chain Management	Number	IWA 39
Courses	Lecture: International Supply Chain Management	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Jianquan Guo	Attendance hours	32 h
Lecturers	Lingying Pan , Shu Wu	Language	Chinese
Prerequisites	International Logistics, Marco and Microeconomics, Business Operation and Management, Accounting, International Trade	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - analyze the situation of the supply chain of an organization - master basic tools of logistics and supply chain management - analysis the basic problems of a supply chain of an organization - put forward basic logistics and supply chain solutions for an organization - carry out or help carry out the logistics and supply chain solutions for an organization 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Fundamental concepts of logistics and supply chain - Putting the end-customer first - Value and logistics costs - Managing logistics internationally - Just-in-time and lean thinking - Agile supply chain - Integrating the supply chain - Partnerships in the supply chain - The Balanced scorecard and other tools 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	<ul style="list-style-type: none"> - Own lecture notes (copy template or digital). - Alan Harrison, RemkovanHoek. (2006): Logistics Management and Strategy, Mechanical industrial publishing. - Daoli Zhu. (2015): Logistics and Supply Management, Fudan University Publishing. 		

EINFÜHRUNG IN DIE BWL UND DAS RECHNUNGSWESEN

Name of module	Einführung in die BWL und das Rechnungswesen Business Administration and Accounting	Number	IWA 3
Courses	Lecture: Business Administration and Accounting	Semester/ duration	1
Workload	96h attendance, 96h self-study	Credits	6
Module responsibility	Chunming Ye	Attendance hours	96 h
Lecturers	Jianqun Guo, Qinming Liu, Jianjia He, Zhiyong Chen	Language	Chinese
Prerequisites	High school mathematics	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the definition and theory of business and business management - master the definition and procedure of decision and planning - master the designing of business organization - master the operation and strategy of business - master the marketing, finance, quality, logistics, information and human resource management (cases) of business - master fundamental theories and methods of accounting, capability of operating accounting practice - master fundamental theories and methods of auditing, professional judgment ability - master fundamental theories and methods of finance, financial management capacity - master economics and management knowledge related to accounting, auditing and financial management 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Introduction of the definition and theory of business and business management - Decision and planning - The designing of business organization - The operation and strategy of business - The marketing, finance, quality, logistics, information and human resource management (cases) of business - Introduction of basic procedure and method of accounting - Account and double entry - Accounting for the basic business of manufacturing - Accounting voucher - Accounting books - Financial report - Accounting procedure 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		

Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers
Literature	<ul style="list-style-type: none"> - Own lecture notes (copy template or digital). - Huang Yuxiang. (2016): Introduction of business management, High education publishing. - Zhao Hongjin. (2012): Basic Accounting, Tsing Hua University Publishing.

WIRTSCHAFTSRECHT

Name of module	Wirtschaftsrecht Business Law	Number	IWA 37d
Courses	Lecture: Business Law	Semester/ duration	6
Workload	80h attendance, 70h self-study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	None	Offered	Every second academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - explain how law is made - demonstrate the legal effects of public and private (international) law on trade - describe important aspects of the legal framework within which international businesses operate - analyse cases dealing with international legal conflicts - explain how international legal conflicts can be settled through arbitration and in international tribunals - appreciate critically the values underpinning the system of international trade law 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Fundamental legal principles - Contract law - International contracts - International trade law 		
Type of Media	Lecture: Tuition in seminars, powerpoint presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: written examination, presentation, assignment		
Literature	<ul style="list-style-type: none"> - Primary sources in Chinese, German, and English - Bernstorff, Christoph Graf v., Vertragsgestaltung im Auslandsgeschäft, 7. Aufl. 2012, Frankfurt a.M. - Lecture notes 		

ETHIK UND RECHT

Name of module	Ethik und Recht Ethics and Law	Number	IWA 9
Courses	Lecture: Ethics and Law	Semester/ duration	2
Workload	32h attendance including examination	Credits	1 CP
Module responsibility	Xu Shuihua	Attendance hours	32 h
Lecturers	Xu Shuihua, Zhang Yu	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - explain the main features of the more current pragmatic reforms of the People's Republic of China - describe the political measures, which are taken since Deng Xiaoping's term of office in the economic, social and cultural revolution - illustrate the systematic and political coordination between planned and market-oriented economy. - relate the improvement of living standards in the People's Republic of China to the development of productivity since 1978 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Opening and reform of the Chinese Socialism - socialist economic, politics and culture with Chinese characteristics - to build a harmonious socialist society - economic development and measures to stimulate the per capita income: focus on the development of productivity - international strategy and diplomatic policy 		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: course, presentation		
Literature	<ul style="list-style-type: none"> - Wang, Ronghua, Theorie von Deng Xiaoping, Shanghai Education Publishing House, 2003. - Wang, Ronghua, Einleitung zu Drei Repräsentanten, Shanghai People Publishing House, 2003 		

PRAKTIKUM I

Name of module	Praktikum I Internship I	Number	IWA 42
Courses	Lecture: Internship PRA	Semester/ duration	7
Workload	9w attendance	Credits	15
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	9 w
Lecturers	HAW, SHC relevant teachers	Language	Chinese, German
Prerequisites	the number of failed courses shouldn't exceed 3 which doesn't include basic courses	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - have certain understanding about the operation, management, culture of enterprises - contact more directly with the community, understand the needs of the community, deepen the understanding of the community, enhance the adaptability of society, integrate themselves into society and further lay a solid foundation for the future society - improve their ability of teamwork and cross-cultural communication 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - In the practical education, students should apply the theoretical knowledge learned in class to their job realities, solving the actual problems with their job position. - The students develop their own abilities to raise questions, analyze questions and solve practical problems. 		
Type of Media			
Type of Assessment	Lecture: In general, students should submit internship reports in Chinese and German to both Chinese and German teachers every four weeks.		
Literature	<ul style="list-style-type: none"> - Relevant literature 		

PRAKTIKUM II

Name of module	Praktikum II Internship II	Number	IWA 43
Courses	Lecture: Internship PRA	Semester/ duration	8
Workload	9w attendance	Credits	15
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	9 w
Lecturers	HAW, SHC relevant teachers	Language	Chinese, German
Prerequisites	Prior to internship, the number of failed courses shouldn't exceed 3 which doesn't include basic courses. The students should finish internship as per requests and submit qualified reports on time.	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - have certain understanding about the operation, management, culture of enterprises - have certain understanding about the relevant production equipments, process procedures, product testing, logistics warehousing, material procurement, and after-sales service - improve their ability of teamwork and cross-cultural communication - further enhance the abilities of combining theory and practice - submit regular and final internship reports as per requests on time both in Chinese and German. They are required to present the jobs, process and experience of the internship via ppt. files 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - In the internship, students should apply the theoretical knowledge learned in class to their job realities, solving the actual problems with their job position. - The students develop their own abilities to raise questions, analyze questions and solve practical problems. - With increased familiarity with the work, the students further play subjective initiative to adapt to the company's working mechanism. <p>Students should present in the reports and ppt. files:</p> <ul style="list-style-type: none"> - the nature, the environment and the requirement of their jobs, - the relevance with courses learned in class, - The gains from the internship and positive advice of the position. 		
Type of Media	Lecture:		
Type of Assessment	Lecture: In general, students should submit internship reports in Chinese and German to both Chinese and German teachers every four weeks. Final reports should be submitted at the end of the Practical education. The students should offer internship presentation via PPT and answer questions raised by teachers.		
Literature	<ul style="list-style-type: none"> - Relevant literature 		

BACHELORARBEIT

Name of module	Bachelorarbeit Bachelor Thesis	Number	IWA 44
Courses	Bachelor Thesis	Semester/ duration	8
Workload		Credits	12
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	
Lecturers	All relevant professors in SHC, USST, HAW	Language	German, Chinese
Prerequisites	Students should have finished all relevant courses for international economics and trade.	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - apply the relevant theoretical knowledge gained in the proceeding bachelor thesis topics to solve practical problems in their specific environment - write economics report after the bachelor thesis is done 		
Learning content	<ul style="list-style-type: none"> - The students are expected to apply relevant theoretical knowledge gained into comprehensive applications. - Bachelor report is about the problems students encounter, the methods used, the process of solving problems, the conclusions and the gains. - Bachelor report should be the comprehensive reflection of both theory and practice. 		
Type of Media			
Type of Assessment	Successful passing in written report		
Literature	Depending on different bachelor thesis topics		

BACHELOR PRÄSENTATION

Name of module	Bachelor Präsentation Bachelor Presentation	Number	IWA 45
Courses	Bachelor Presentation BPP	Semester/ duration	8
Workload		Credits	3
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	
Lecturers	All relevant professors in SHC, USST, HAW	Language	German, Chinese
Prerequisites	Students should have finished all design tasks of bachelor thesis, and submitted all relevant documents, including written report and requested forms	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - improve their ability of expressing the questions and presentation skills in German and in Chinese - improve their ability of applying relevant theoretical knowledge gained into comprehensive application 		
Learning content	<ul style="list-style-type: none"> - The students could express the main content, process, difficulties, corresponding methods, final conclusions and gains of their bachelor thesis both in German and in Chinese. - The time for the presentation is in 15 to 20 minutes in each language. - The students could answer thoroughly and correctly the questions from both German and Chinese teachers. 		
Type of Media	Beamer, PC		
Type of Assessment	Successful passing in presentation, answering questions		
Literature	Depending on the different bachelor thesis topics		

WAHLPFLICHTFÄCHER WP1



INNOVATIONSMANAGEMENT

Name of module	Innovationsmanagement Innovation Management	Number	IWA 36
Courses	Lecture: Innovation management	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang, Tian Wenju, Ou Minhui	Language	Chinese, partially in english or german.
Prerequisites	Knowledge of Business Administration	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - Differentiate different types of Innovation - Describe the Process of Innovations - Describe the aims and content of Innovation Management - Identify strategic aspects of Innovation Management - Have an organizational view on Innovation Management - Define necessary resources for Innovation - Give examples for incentive schemes and innovation culture 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - The importance and types of Innovation - Innovation processes - Fundamentals of Innovation Managements - Closed vs. Open-Innovation - The Strategy of Property Rights - Traditional and Modern Types of organizing Innovation Management Processes - Management of Innovation Processes - Information- and Perception-Management for Innovations - Financial Management for Innovation - HR-Management for Innovation - Incentive Schemes and Innovation Culture for Innovation 		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

Literature

- Jin Chen, Gang Zheng, Innovation Management, 2. Aufl. Peking University Press, 2013.
- Bingham, A. und Spradlin, D.: The Open Innovation Marketplace - Creating Value in the Challenge Driven Enterprise, Pearson, 2012, in Chinesisch.
- Hauschildt, J. und Salomo, S.: Innovationsmanagement, 5. Aufl. Vahlen Verlag, München, 2011.
- Gerybadze, A.: Technologie- und Innovationsmanagement, München 2004.
- Littkemann, J.: Innovationscontrolling, München 2005.

INTERNATIONALE GESCHÄFTSVERHANDLUNGEN

Name of module	Internationale Geschäftsverhandlungen Elective Module 1	Number	IWA 36
Courses	Lecture: International Business Negotiation	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang , Wu Shu, Tian Wenjun, Han Bing	Language	Chinese
Prerequisites	International Logistics, Marco and Microeconomics, Business Operation and Management, Accounting, International Trade, International Finance and Investment	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - master the basic concept of negotiation, and negotiation methods - analyze the situation of the both sides of negotiation - master basic methods of negotiation - carry out negotiations for organization - understand different negotiations types of different cultures - carry negotiations according organization's strategy - use basic electronic negotiation - measure the performance of negotiation 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Fundamental concepts of negotiation and negotiation methods - Surrounding of negotiation, the position of both sides of negotiation - Basic strategy of negotiation - Process of negotiation - Different patterns of negotiation in different cultures - Different analysis tools of negotiation - Electronic negotiation - Performance of negotiation 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	<ul style="list-style-type: none"> - Own lecture notes (copy template or digital). - Tracy Harwood. (2008): Purchase and supply negotiation, Mechanical industrial publishing. 		

GELD UND BANKWESEN

Name of module	Geld und Bankwesen Elective Module 1	Number	IWA 36
Courses	Lecture: Money and Banking	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Wenju Tian	Attendance hours	32 h
Lecturers	Jianquan Guo, Liu Yuren, Shu Wu	Language	Chinese
Prerequisites	Knowledge of economics	Offered	Every other academic year
Learning outcomes	<p>The student are able to</p> <ul style="list-style-type: none"> - display an understanding of news relating to monetary policies reported in such publications as The Wall Street Journal. - become familiarized with the structure and function of Commercial Banks, Central banks, and other financial institutions - master techniques relating to interest rate calculations, and appropriate levels of the Money Supply. - Develop students' abilities to work in the financial or banking sector, along with giving all students an increased appreciation of how the economy works. 		
Learning content	<p>Lecture</p> <p>This module is an introduction to the behavioral science of economics which focuses on interest rates, the concept of money, exchange rates, and monetary policy. Topics covered include banking structures and function, the central banks, determinants of the money supply, fiscal policy and monetary policy, and international economies.</p> <p>This module will include the following aspects of money and banking:</p> <ul style="list-style-type: none"> - Introduction to Money and Banking - The Financial System – - Overview What is Money - Understanding interest rates - Risk and Term Structure of Interest Rates - Understanding the Stock Market & The Foreign Exchange Market - Understanding the Banking Industry - The bank's balance sheet - Multiple Deposit Creation - Determinants of the Money Supply - Central bank - Tools of Monetary Policy 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		

Literature

- YAO, Changhui (2012), Money and Banking, Beijing University Press ISBN : 9787301212851
- Own lecture notes (copy template or digital)

OPTIONEN, FUTURES UND ANDERE DERIVATE

Name of module	Optionen, Futures und andere Derivate Elective Module 1	Number	IWA 36
Courses	Lecture: Options, futures and other derivatives WP1	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Wu Shu	Attendance hours	32 h
Lecturers	Wenju Tian, Jianquan Guo	Language	Chinese
Prerequisites	Knowledge of Economics, Partial Knowledge of Business Administration and Accounting I - III, higher mathematics I - III	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - grasp the principles, strategies and techniques of financial risk management using financial derivatives - grasp the basic principles and methods of hedging and arbitrage - master the basic methods of risk identification, measurement and management 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Basic idea of financial engineering - No arbitrage pricing theory - Principles of financial product innovation - Forward foreign exchange and futures - Forward rate and interest rate futures - Interest rate swap and currency swap - Commodity futures hedging and arbitrage - Options and options pricing 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - WU Chongfeng, LIU Hailong, FENG Yun, WU Wenfeng, (2014) : Financial engineering, Higher Education Press - ZHEN Zhenlong, CHEN Rong, (2014) : Financial engineering, Higher Education Press 		

WAHLPFLICHTFÄCHER WP2



E-BUSINESS

Name of module	E-Business Elective Module 2	Number	IWA 41
Courses	E-Business	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Zhang Baoming	Attendance hours	32 h
Lecturers	Xiaodong Zhu, Xueqian Li, Shu Wu	Language	Chinese
Prerequisites	Knowledge of Economics Partial Knowledge of Business Administration and Accounting I, Business Administration and Accounting II, Business Administration and Accounting III	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - understand the information flow, capital flow, logistics and security of E-commerce - understand network communication technology, Internet technology, EDI technology, security technology, electronic payment technology - understand E-commerce intermediary industry and legal issues 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Basic knowledge of E-commerce - Strategy of E-commerce - Business mode of E-commerce - Network of E-commerce - Electronic transaction - Tolerance and detection of key and spline - Electronic payment and security - Order fulfillment and logistics management - Technology foundation of E-commerce - Law and security of E-commerce 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - LIU Yezheng, HE Jianmin, JIANG Yuanchun, SUN Jianshan(2016) : The introduction of E-commerce, Higher Education Press - CHEN Deren,ZHANG Shaozhong,GAO Gongbu,XU Linhai (2013):Case study of E-commerce, Higher Education Press 		

UNTERNEHMERTUM

Name of module	Unternehmertum Entrepreneurship	Number	IWA 41
Courses	Lecture: Entrepreneurship	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang, Tian Wenju, Ou Minhui	Language	Chinese, partially in english or german.
Prerequisites	Knowledge in Business Administration	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - Describe the elements of Entrepreneurship - apply methods to identify business opportunities - describe the characteristics of excellent teams for the foundation of an enterprise - describe the methods for the funding of new enterprises - elaborate business models - set up a business plan 		
Learning content	<p>Lecture:</p> <ul style="list-style-type: none"> - Entrepreneurship and Entrepreneurs/Founder - Identification of Business opportunities - Establishment of a team for founding an enterprise - Ressources for Foundation - Business Models - Business Plans - Funding new businesses 		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

Literature

- Yuli Zhang v.a. (ed.), Entrepreneurship, China Machine Press, 2016.
- Thomas Lockwood (ed.), Design Thinking - Integrating Innovation, Customer Experience, and Brand Value, übersetzt v.a. von Cuirong Li und Yongchun Li, Publishing House of Electronics Industry, Beijing, 2012.
- Bruce R. Barringer (ed.), Preparing Effective Business Plans - an Entrepreneurial Approach, übersetzt v.a. von Zhongwei Chen, Pearson, China Machine Press, 2016.
- Kathleen Allen, Entrepreneurship for Scientists and Engineers, Pearson Education, China Machine Press, 2009.
- Koch Zacharias, Gründungsmanagement, Studien- und Übungsbücher der Wirtschafts- und Sozialwissenschaften, Boldenbourg, 2001

MARKTFORSCHUNG UND PROGNOSEN

Name of module	Marktforschung und Prognosen Elective Module 2	Number	IWA 41
Courses	Market Research and Forecast	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Jianquan Guo	Attendance hours	32 h
Lecturers	Jianquang Shen, Shu Wu	Language	Chinese
Prerequisites	Knowledge of Mathematics I,II, Basic knowledge of computer technology, Partial knowledge of Linear Algebra	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - analyze simple market situation and trends, - use basic tools to investigate potential consumers' views about products or services, - carry out a survey program, as a project leader or a member of a project, - make analysis of a market survey project, with the aid of related computer software, - make presentation about the analysis report 		
Learning content	<p>Lecture:</p> <ul style="list-style-type: none"> - Fundamental concepts of market survey and analysis - Methods and steps of market survey and analysis - Sampling survey - Official documents and letters survey - Observational method and access method - Questionnaire survey - Experimentation survey - Attitude observation table - Market forecast and analysis methods and steps 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, computer software		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation		
Literature	<ul style="list-style-type: none"> - Own lecture notes (copy template or digital) . - Li lan, Liu. (2012):Market survey and forecast, Beijing, Economy science Publishing. - Qi Jie, Chen. (2014): Market survey and forecast, Shanghai finance and economics Publishing. 		

WTO REGELN UND FALLSTUDIE

Name of module	WTO Regeln und Fallstudie WTO rules and case study	Number	IWA 41
Courses	Lecture: WTO rules and case study	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Wenju Tian	Attendance hours	32 h
Lecturers	Jianquan Guo, Xiaofang Wang, Bing Han	Language	Chinese
Prerequisites	Theory and practice of foreign trade	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - understand the structure, organisation and decision-making procedures of the WTO - have general knowledge of all the GATT Agreements - have detailed knowledge of some of the GATT Agreements - have detailed knowledge of the dispute settlement system of the WTO, including its system of sanctions - have general knowledge of the policy implications of WTO's activities - have detailed and advanced understanding of the WTO's contribution to the development of customary international law. 		
Learning content	<p>Lecture</p> <p>The purpose of the course is to give the students broader and deeper knowledge of the principles, regulations and rules governing international trade today.</p> <p>This module will include the following aspects of the WTO:</p> <ul style="list-style-type: none"> - Introduction - History and background of GATT and WTO - Organisational structure and decision-making procedures - The GATT Agreements - The Dispute Settlement Understanding, including the role of the Appellate Body - Leading cases from the WTO jurisprudence - The role of public international law for the activities of the WTO - Case study 		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	<ul style="list-style-type: none"> - LUAN, Xinjie (2013), University of International Business and Economics Press - ISBN : 9787566308696 - Own lecture notes (copy template or digital) 		

NICHT WIRTSCHAFTSWISSENSCHAFTLICHE FÄCHER



GESCHICHTE, POLITIK UND SOZIALES II

Name of module	Geschichte, Politik und Soziales II History, Politics and Social Science II	Number	IWA 30
Courses	Lecture: History, Politics and Social Science	Semester/ duration	5
Workload	32h attendance including examination	Credits	1 CP
Module responsibility	Liu Ke	Attendance hours	32 h
Lecturers	Liu Ke, Song Qinghong	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - distinguish between moral and legal questions and know about the principle of moral standards - illustrate the basic concept and the relationship of public law and private law - demonstrate the importance of private law and criminal law for commercial trade - analyze simple and practical cases - consider alternative dispute resolution in practice 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - Introduction :law and moral - moral basics - basis of public law - basis of criminal law - civil- and criminal procedural law 		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: presentation		
Literature	<ul style="list-style-type: none"> - Chen Dawen, Die Grundlagen des Rechts, Fudan - Moralische Grundsätze und Grundzüge der chinesischen Rechtsordnung, Higher Education Publishing House, 2007 		

POLITIK UND SOZIALES I

Name of module	Politik und Soziales I Politics and Social Science I	Number	IWA 16
Courses	Lecture: Politics and Social Science	Semester/ duration	3
Workload	64h attendance including examination	Credits	2 CP
Module responsibility	Xu Shuihua	Attendance hours	64 h
Lecturers	Xu Shuihua, Zhang Yu	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - explain the main features of the “political economy” - based on the theoretical knowledge to analyze modern market economy - reflect the concrete working conditions, considering the background of political economy 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - the origin and the emergence of the “political economy” - currency and money - the transformation of money into capital - production of absolute surplus value - production of relative surplus value - production of absolute and relative surplus value - work income - the process of accumulation of capital 		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: course, presentation		
Literature	<ul style="list-style-type: none"> - Feng, Jingju, Einführung in die Grundlagen marxistischer Theorie, Higher Education Press 2008. - Gu, Hailiang, Grundsätze maxisischer politischer Ökonomie, Higher Education Press 2007. 		

CHINESISCHE GESCHICHTE

Name of module	Chinesische Geschichte Chinese history	Number	IWA 17
Courses	Lecture: Chinese history	Semester/ duration	3
Workload	32h attendance including examination	Credits	1 CP
Module responsibility	Liu Ke	Attendance hours	32 h
Lecturers	Liu Ke, Song Qinghong	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	<p>The students are able to</p> <ul style="list-style-type: none"> - distinguish the western phase of historical development of China in 19th and 20th century - relate the individual phase of historical development to the respective social and economic conditions - describe the political, social and economic factors leading to historical transformation - reflect the newest development and modernization of the People's Republic of China under the background of modern Chinese history 		
Learning content	<p>Lecture</p> <ul style="list-style-type: none"> - from the first opium war to the May 4th Movement - from the May 4th Movement to the founding of the People's Republic of China - the founding and the period of socialistic development of the People's Republic of China - opening and new period of development of modernization 		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: Presentation, blackboard		
Literature	<ul style="list-style-type: none"> - Leitfaden der modernen Geschichte, High Education Publishing House. 2007 		

SPORT I-IV

Name of module	Sport I-IV Sport I-IV	Number	IWA 4-8-15-24
Courses	Lecture: SP1-SP4	Semester/ duration	1,2,3,4
Workload	32h attendance	Credits	0,5CP*4=2CP
Module responsibility	Ni Wei	Attendance hours	32 h
Lecturers	Ni Wei, Yuan Yong, Zhu Xiaoling	Language	Chinese
Prerequisites	none	Offered	
Learning outcomes	none		
Learning content	<p>Sport course is required to be hold at every Chinese university, according to the regulation of the central government of Beijing: Sport Regulation from 29,08.1995; effective since 01.10.1995</p> <p>Second Part: Sport at education institutions Art. 17: Sport is one part of education. The goal of education is to stimulate the development of students in all dimensions, especially in morality, intelligence and health.</p> <p>Art. 18: Education institutions must provide sport course. Sport course is part of the curriculum, which is to be evaluated. Education institutions should provide students with disabilities with occasion of doing sport, considering their disabilities.</p> <p>Education law since 18.03.1995, effective since 01.09.1995 Art. 5: The goal of education is to educate the new forces for the purpose of modernization of socialism in close relation to production and work. In this case it is to stimulate the development of students in all dimensions, especially in morality, intelligence and health.</p>		
Type of Media	Lecture: none		
Type of Assessment	Lecture: Sport tests		
Literature	- none		